

Ex Nihilo Website Designs

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Meredith G. Cox Family Law & Mediation Website Proposal

Site Overview

It is understood that Meredith G. Cox Family Law & Mediation requires a website re-design to showcase mediation and related legal services. The site must be mobile and cross browser responsive and must be clean and professional in design to appeal to a diverse audience of both male and female clients.

Content Management System (CMS)

It is the recommendation of this proposal to use WordPress as the content management system for the re-developed site. WordPress is the most prominent CMS in use for websites today and it is estimated that about 40% of all websites worldwide run on this software. Visual Composer is an additional plugin that makes both development and maintenance easier, while offering visually stimulating effects for the end user.

The website will have a fast response time with images optimized for size and concisely, well-displayed information. A clean, sophisticated layout is recommended, with a dramatic slider and visual hero units for key site touch points. It is noted that the client prefers an elegant layout with neutral tones of taupe, black and white and likes the design of www.susannahmargison.com.

WordPress effectively integrates social media links, as well as share buttons, easily allowing the viewer to share content from the website to their social media profiles.

Search Engine Optimization (SEO)

The newly designed website will be optimized for a natural search (meaning that the client is not paying the search engines to ensure top ranking) and include an XML sitemap and be submitted to the major search engines. A plugin will be utilized to aid in Search Engine Optimization (SEO). This plugin allows for a customized SEO title, meta description and keyword information for each page. Please note that Ex Nihilo Website Designs cannot ensure top ranking in Google and is not an SEO company, although best practices are exercised for optimum results.

Website Statistics

The re-designed website will utilize the existing Google analytics account (UA-64876076-1) to gauge website traffic, search engine keyword searches and the effect of third-party advertising initiatives.



Website Inclusions

Within the \$1000+HST budget, the new websites will include:

- New site designed with WordPress with cross browser and mobile friendly design
- Pages for Home, About (including team profiles), Services, Testimonials, Blog/News and Contact
- All navigation sections in intuitive categories for ease of content access for the end user
- Natural search engine optimization per page with SEO plugin to customize meta data and target keyword
- Google Analytics account integration
- Social media integration, as available
- Site search function
- Blog module for industry news, tips, case studies, etc.
- Revolution Slider plugin to capture attention
- Homepage “hero units” to quickly direct the user to key areas of the site
- Integration of association logos
- Visual Composer editor plugin for ease of content editing in administrative panel
- Creation of free MailChimp newsletter account with sign-up on website, if desired
- Security and firewall plugin with configuration
- Site back-up plugin to back-up website and database on a weekly schedule
- Training of the software once the site is complete, if desired

Costs

It is understood that Meredith G. Cox Family Law & Mediation owns the domain name www.meredithcoxfamilylaw.ca and the site will be developed under that domain. Ex Nihilo Designs offers hosting for \$12.99/month +HST on a virtual private server and includes the secure socket layer (SSL), up to 15 email addresses, WordPress software and mySQL database.

Ex Nihilo Website Designs provides website design at \$50/hour +HST and estimates that the design of the Meredith G. Cox Family Law & Mediation site, as outlined above, would cost a maximum of \$1000+HST.

Although the client will be able to maintain their own site, additional maintenance support is available at \$50/hour +HST. Further development will be provided on a per quote basis as needs are identified and additional functionality is required. Ex Nihilo also provides monthly or quarterly maintenance packages, to be discussed at the close of the project where ongoing needs will be better ascertained and quoted.

If stock photography is required, it will be purchased and billed at cost in addition to the project’s design budget. Every attempt will be made to utilize open source, free images.



Optional Add-Ons

- **AODA Compliance** – AODA becomes a requirement on January 1, 2021 for new websites (<https://www.ontario.ca/page/how-make-websites-accessible>). It is highly recommended that the site have a compliance software running to create a fully accessible version of the site through Accessibe. This license is \$700 CAD/year and includes installation and compliance certificate, as well as re-scanning every 24 hours. Please click on the icon in the bottom right corner of <https://www.exnihilodesigns.ca> an example of how the program works, while maintaining the design integrity and branding of the initial site for the average consumer.
- **Monthly Maintenance Package:** Although the client can maintain their site, additional maintenance packages are available for those that do not wish to do so. Packages include monthly hosting, core software and plugin updates, back-ups and restoration of site in the event of a hack or plugin conflict and addition of content, blog posts, events and store items. Packages range between \$100-\$300/month +HST depending on the client's individual needs.

Policies & Timelines

It's is Ex Nihilo Website Designs' policy to invoice a 50% down payment at the outset of the project with the balance to be invoiced upon completion. A project of this size would normally take 4-6 weeks to complete.

Confidentiality. Privacy and Security

Ex Nihilo Website Designs will treat as confidential the project, end product and any personal information provided or accessed and take all reasonable precautions to prevent disclosure. Safeguards will be in place to ensure the privacy and security of the sites while in progress by means of a password protected development site.

Copyrights

The client guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork that they provide for inclusion in the web site are either owned by the client or the client has obtained permission to use them.

Once the site is complete and full payment has been made, the client retains full ownership of their site and may move the site at any time they wish. In like manner, should the client wish for another website designer to take over the maintenance of their site, they are free to do so. The client owns the graphics and other visual elements of the website. Website files and the database should be stored safely and backed up by the client, as Ex Nihilo Website Designs is not required to keep a back-up or provide any native source files used to make any site elements (including layered graphics files for editing).

With the client's permission, Ex Nihilo Website Designs would appreciate a credit link at the bottom of client's website. Additionally, Ex Nihilo Website Designs would like to display and link to completed websites as part of Ex Nihilo Designs' portfolio website.



Relevant Sites

<https://carriecasden.com>

<https://www.connectfamilies.ca>

<https://www.gnrlaw.ca>

<https://adric.ca>

<https://adrbc.com>

<https://adrmanitoba.ca>